NEW ENGLAND MANUFACTURERS' REPRESENTATIVE GUIDE

MANUFACTURERS' REPRESENTATIVES

Manufacturers' Representatives market product lines to their clients in defined territories throughout the U.S. The principals are the owners of the Manufacturers' Representative agencies and make the decisions determining which lines they will represent. Manufacturers' Representative groups vary in size and volume of business. Some groups are family owned and operated having limited representatives while others may have a principal or principal partners along with several associate representatives. There are also a number of independent representatives. Independent representatives do not have permanent showrooms but may work for a principal that does. They would represent the lines of their principals but will also market several independent lines of their own. Many Manufacturers' representatives have permanent showrooms as well as participate in regional temporary wholesale shows. The standard fee for an Manufacturers' representative is 15% of the sales, and they usually require term contracts. Manufacturers' Representatives may also require additional fees; permanent showroom fee, temporary show participation fee, hospitality fee or promotion fee (all negotiable). These costs should be taken into consideration before signing a contract. Initially, these costs could well exceed the amount of revenue generated from entering a new region.

A Manufacturers' representative travels throughout a region visiting existing clients to market his product lines. They present a portfolio of all their product lines to the buyer/s. When selecting a representative you need to examine their portfolio to ensure your product line compliments his entire package. Hiring a Manufacturers' representative is an excellent way to enter a new territory. They constitute a sales force that is familiar with the region and will call on the retailers they are currently doing business with. This is much more cost effective than an individual taking on a region alone. The ground work for a new company in a foreign territory may take several visits before deciding the direction they should take. For example, A product sold in a general craft store may cross over and sell in the florist market. Researching a new market is time

consuming and costly, Manufacturers' representatives are much more focused and familiar with their territory. Manufacturers' representative will visit their accounts soliciting re-orders of established Manufacturers'. Introductions of new lines are made after this order of business. They will present the new lines to buyers and because good reps build a strong buyer-representative rapport, buyers will trust the Manufacturers' representatives to make recommendations on purchasing new product.

Collecting money for delinquent accounts can be difficult especially internationally. cumbersome. The advantage of utilizing a Manufacturers' representative is they have been dealing with their customers for years and understand their individual business ethics. They realize if they write business and they are not valid accounts they will not get paid. They deal with established business'. Although some representatives will provide some assistance with the collection process, they are not collection agencies

Employing Manufacturers' representatives may be accompanied with some quintessential problems. Keeping track of your sale force is difficult from many miles away. It requires constant communication with your Manufacturers' representative to maintain a good working relationship. A small issue may intensify if not dealt with immediately. It is important to communicate whether it be by tele-communication, letter or e-mail. Communication is important but at best, difficult. Manufacturers' representatives are on the road for very long hours and reaching each other by phone may become a long process. Most of the Manufacturers' representatives are equipped with car phones but this is not a cost beneficial means to communicate. The best way is to agree on a suitable time to engage in conversation. Close to ninety percent of Manufacturers' representative business is written on the road, so selecting a time before or after business hours is usually the most effective.

It may take several interview with prospective Manufacturers' representatives before you find the perfect one. The match for the ideal agent may be hindered by several factors. A mismatch may be as simple as the Manufacturers' focus or the Manufacturers' representative focus has

changed. A simple price change or design change could cast your product into a different market category. With thousands of retail outlets located in New England, the focus of your product may be so succinct that a minor variable change may change your retail market, thus changing the representative suited for your line. A Manufacturers' Representative typically represents 4 or 5 key product lines that account for their largest profit contribution to their business. When a Manufacturers' representative selects a new Manufacturers' to represent, they are seeking products which accent or compliment their existing money makers. If one of a Manufacturers' representative's major lines changes, thus changing their primary focus, it could indirectly involve your company. For example, A Manufacturers' representative represents a decorative tray line (a top money line) and a separate coaster line. The decorative tray line decides to diversify their line and begin making coasters. A coaster Manufacturers' will need to hire another representative because the controlling Manufacturers' will not allow their representative to market both.

A Manufacturers' representative may feel your product is a perfect fit with their other lines but when they begin to market your product they find the price is not competitive. If they cannot sell enough or get the re-orders they would no longer carry the line. Also evaluate if the Manufacturers' representative may be representing so many lines that yours could get lost in the package. A frequent problem with large rep groups is that the principal representative may be able to place your line with a buyer but the associate representatives may not have the compatible customer base. For example, the price point of you product may be such where it only sells well in the urban affluent areas, which is only 10% of the buying power in New England consider that when you are When you are located in Maine where the territory is vast and the retail shops that fit in this market category may be 1% it might not be that great of a fit. This is why independent representatives work for more than one principal so they are able to carry enough lines to present to the majority of their customers a complete package.

Manufacturers' Representative Guidelines

1. A Manufacturers' representative' number one expectation for the Manufacturers' is, to produce the orders they write, in a timely fashion. When you sign a contract with a Manufacturers' representative, production capacity and expectations should be discussed so the representative can sell your product confident that you will be able to fill the orders they write. If you are reaching a point where you can no longer meet the demand, it is better to let the representative know, than to have them write orders you cannot fill.

2. Manufacturers' representatives expect to be provided with the proper tools to sell your product. They need " ample samples". An agreed upon amount of samples should be shipped to your representative for display in a permanent showroom. Manufacturers' Representatives like a full representation of your line to display. (Large lines can make a presentation with a portion of samples of the line). Additional samples should be provided for your representative when they are on the road. A representative cannot sell with a brochure or catalogue alone, a sample needs to be shown to the customer so they can see the quality. The principal representative will provide you with a list of associate representatives in order for you to ship the road book and samples directly to them. Providing a large selection of samples indicates to the agent that you are serious about doing business. Samples should be clearly identified and priced when shipped to the showroom. The price sheets should only list the wholesale price; they should not list suggested retail. Point of purchase displays are valuable tools in building sales and samples of the display should be available for display in a permanent showroom if requested. Many Manufacturers' representative groups use their own order forms to process orders but many independents will use the Manufacturers' form because it is user friendly to the product being ordered.

New sample introductions should be sent in conjunction with the trade shows especially at the start of a new selling season. January and July kicks off the selling seasons in the entire United States. Atlanta is famed for displaying "all that's new and different in giftware first".

Supplying representative with the samples at the start of the selling season allows you to share some of the early buying dollars available. Sales promotions during new product introductions or at slow selling times: like free shipping and special credit terms provides representatives with additional selling power for marketing your line.

Principals are typically "memo billed" for samples shipped to their representatives. This means that the representative only pays for the samples if they are lost. If your relationship is terminated, provided and all financial obligations are met, the samples will be returned to you at your expense. When you reach a point that your company is creating an extremely high volume of business for your representative, you may request that your representatives to purchase samples. The cost to the representatives is half-off the wholesale price. Samples may be returned in 'weathered condition". Samples are handled by buyers and representatives frequently, causing a certain amount of wear. Road samples given to the associate representatives are rarely returned unless you contact them directly. The principal only takes responsibility for samples returned from their showroom.

3. Manufacturers' Representatives prefer a professional brochure or catalogue over a computer generated one to present to customers. Photographs can be used in lieu of a catalogue as long as they are properly identified with prices and description. Color photographs may also be an option until a brochure is created. Buyers are presented with the Manufacturers' Representatives top selling lines first. Generally these lines use full color catalogues. Buyers can easily loose interest if the catalogue shown at the end of a presentation does not catch their attention. Remember, color charts, pattern sheets or fabric swatches should be provided if the product warrants these support materials.

4. Manufacturers' Representatives are to be paid once a month (no matter how small) on product shipped the prior month, regardless if you have received payment or not. If there is a problem in collecting the payment, it can be reclaimed at a later date. If a representative does not get paid on a timely basis he will be reluctant to continue to show your product.

The attached statute had been passed in the state of Massachusetts regarding payment of commissions. You want to obtain and maintain a working relationship that promotes trust and loyalty. This can be achieved through solid communication and consistent payments on work performed for your company. (Section of Contract)

5. Manufacturers' Representatives expect to be paid on re-orders in the specified territory, even if you receive the order directly. This includes orders taken by fax or at other trade show venues within their designated territory (See page).

6. Manufacturers' Representatives expect a copies of the customer invoices to be sent to them at least once a month, of all product shipped into the territory. This procedure allows the representative to follow up on an order to see if it was received and if the product is retailing. It also gives them a list of accounts that may of ordered directly. (See contract) An invoice should be sent to the customers through the mail. A packing slip sent to the customer attached to the shipment is NOT considered an invoice and you should not expect payment from that document.

7. Manufacturers' Representatives expect to be shipped new samples when they are available and shipped new catalogues before the customer receives them.

8. Communication is important but Manufacturers' representatives rather spend their time selling than talking on the phone. Weekly phone conversations are not necessary unless there is a problems or concerns. Manufacturers' reps usually take calls after retail business hours. A Manufacturers' representative works on paperwork at the close of his business day. With the high volume of paperwork and phone calls, the importance of dedicated fax machines that are accessible at any time is essential for the Manufacturers' and the representative to conduct business.

9. Obtainable sales objectives should be set with your Manufacturers' representative. Realistically, when agents are pioneering new lines into a new territory, it is difficult to set sales goals. The regional markets are so diverse in the U.S. you may sell in Atlanta yet have no market in New England. This determination depend solely on the product and it's demand in a particular region. A representative may give you an estimated guess on sales projection, but until they are out in the field marketing your line, it is difficult to make a honest sales objective. It is realistic if your product is priced competitively to expect that you will open 20-25 accounts the first year. If your product well to the consumer you will maintain about 20 of these accounts and double the number of accounts the second year provided you continually offer new product.

Selecting A Manufacturers' Representative

1. **What territory do they cover?** Manufacturers' Representative have exclusive territories throughout the United States. For example, A New England Sales team represents the six New England states sometimes crossing over into the upper New York state region. The territories are more varied and structured differently throughout the remaining states.

2. **How many road representatives are in the principals rep group?** Manufacturers' Representative groups vary in size and you need to must make sure there is enough representation in each area of the territory to handle your expected sales volume. The New England Manufacturers' representatives usually require the exclusive territory of New England which includes Vermont, Rhode Island, New Hampshire, Massachusetts, Maine and Connecticut. Connecticut is the most lucrative territory in the area so it is not uncommon to have 2 road representatives in that state. If you decide on an independent Manufacturers' representative he may cover all of New England but just concentrate on select accounts where he is confident he can sell your product. For example, a representative who has a southwestern mix is able to incorporate all of New England as his territory because his target market is so narrow.

3. **Do their associate representatives work for more than one principal?** If an associate representative is working for more than one principal, you should find out the composition of their entire package to make sure your line will be shown throughout the entire rep group. It is important to inquire which member of the sales force writes the most business in the Manufacturers' representative group for their each of the different product lines.

4. **What are the Manufacturers' Representatives top five lines?** Only a portion of each Manufacturers' Representatives lines are presented at each sales call. The reason for this is that most Manufacturers' representatives are allotted a limited amount of time by the buyer for each presentation. You want to make sure that your line is presented near the beginning

of the presentation to get maximum exposure. To accomplish this, the representative you select needs to be excited that your line is priced well and is different. A line tends to be presented more as it gains popularity and it begins to sell through to the consumer. You can improve your lines' position by offering periodic promotions or incentives to get the sales forces excited about showing it.

5. **How often does the representatives turn over their lines?** It is important to make sure a representative is not just taking on your line to fill empty space in a trade show or in a showroom. Longevity and loyalty are important. Lines turned over within six months to a period may indicate the representative was not prepared to pioneer and work with the Manufacturers' to develop the product. It may take two to three years to see any remarkable progress within the line.

6. **What type of stores do they call on?** The Manufacturers' Representatives customer base should match your expectations. Although you may have a product that matches some of his clients, you need to select the agent that will maximize your opportunities. For example, a traditional craft product may work in a general gift store setting but would be far more compatible with a client with a country/primitive make up.

7. **How many accounts do they expect to open the first year?** The amount of accounts your representative will open may depend on many factors. The time of year you sign on with a rep group, the size of the rep group, the viability of your product within the market and the economy could reflect in the amount of new accounts you open. Any accounts that you open you can expect to double the following year as long as you are offering continual development of your products.

8. **What commission is the rate of commission?** Commission may vary, but typically is 15% fee. Stationary products tend to be a 20%.

9. **Does the agent have a permanent showroom and if so, is there a showroom fee or other applicable fees?** Many principals have permanent showroom space located in The Bedford Gift Center available to display your product. With the increased cost of real estates in New England, is not unusual for Manufacturers' representatives to share the cost of the lease between the Manufacturers'. The fee is usually assessed on square feet of space your product requires. Some Manufacturers' representatives pass the cost onto the Manufacturers' by charging an annual fee for hospitality or a promotional fee which contributes to the cost of advertising. Sometimes the fee for the showroom can be negotiable.

10. **Does the agent participate in regional trade shows?** Manufacturers' representatives may participate in temporary shows throughout the region. This allows the principals to target smaller markets within the region and buyers who may not routinely visit the permanent facility. Fees to participate in these shows are usually passed on to the Manufacturers'. Again, this may be determined based on the amount of space allocated. Additional samples may be required to show at these venues. Manufacturers' Representatives participate in temporary shows as well as the shows that are associated with the permanent showrooms. There may be a flat fee for participation or a square footage charge.

11. **What samples do they require?** Manufacturers' Representatives may require a large representation of your product for permanent display in their showroom as well as sample kits for each road representative. Point of purchase display units should be included, as they can be an excellent sales tool. Showing the customers how the product is displayed and instructing them on how to boost sales in an excellent bonus for buyers. If a buyer invests in a unit which displays your company name it is difficult to utilize that unit with product lines other than yours. This helps in building product loyalty and brand recognition, as long as the product sells through. Some may require additional samples for temporary trade show participation. These samples are usually sold at half-off wholesale and the distribution of money is decided before the transaction.

12. **What happens to my samples if we part ways?** Samples are to be returned to you at your expense. A UPS call tag can be issued by you to have your samples picked up. Using UPS as the carrier makes the process easier for the representatives to pack up the merchandise and have it shipped it back to you. Adding obstacles by requesting special shipping terms may delay or even prevent you from receiving the samples. Samples may be sold by the agent at an agreed upon price. Remember to read your contract carefully. Many Manufacturers' representative have a clause that states once you sign on with a Manufacturers' representative the samples belong to them. Many of the representatives feel that samples are a business expense and do not go out of the way to return them.

13. **If I have a question or concern, when is the best time to contact them?** Communication is important, and bearing in mind that the Manufacturers' Representatives are on the road a majority of the time, you need to determine the best time to contact each other. Many times the representative has a call back policy which may be after business hours.

14. **Do you have a contract or do I provide my own**? Manufacturers' Representatives have term contracts. Many topics covered in the contract pertaining to exclusivity, commission rate, additional fees, samples and payment on re-orders. Contracts may be modified in order to suit both parties needs.

15. **How do they handle credit and collection?** Manufacturers' Representatives approach collections in different ways. Some may approach the delinquent account on your behalf others may wish to be notified regarding account status but may not interfere. The extent of their involvement should be determined before selecting a representative in order to meet both parties expectations.

16. **What are the terms that are typically used in the market?** When dealing with a new customer for the first time; C.O.D., a credit card payment or prepay (Proforma) are the types of payments most widely used in New England. Net 30 is extended with a proper credit reference and a reminder to the customer it may take up to 30 days to process their order pending credit checks. Consulting with your representative, allowing the rep to make judgement calls on the account may help you in extending credit terms in advance to the potential customer.

    In the New England market, Net 30 is still the most evident terms issued to mature accounts. Manufacturers' representative have been calling on many of their accounts for several years. Allowing your representative to guide you in choosing credit terms will be beneficial when deciding who to extend Net 30 to. Although, be cautioned, any account can go under at any time. Credit card sales are becoming more and more popular as retailers take advantage of free frequent flyer miles and other benefits offered from the use of their cards. C.O.D. are becoming less desirable as the fee to use this service increases.

17. **Request references of other Manufacturers' that the principal currently represents.** Speaking with Manufacturers' that currently employ the Manufacturers' representative that you are interviewing can be very useful. They would be able to provide you with valuable information including their business ethics, work relationship and sample requirements they currently have with them.

    Working with a Manufacturers' representative practices the art of Team Building. Suppliers and rep firms want to work on developing a "win win" situation. Matching expectations early on prevents unpleasantness further down the road. Business is not developed overnight, it may take 2-4 years to penetrate a market with your product. The representatives are your eyes and ears. Carefully listen to any suggestions they may make that would help sell your products in their territory. Pioneering new lines is a long process and a Manufacturers' representative will work at this if they see the potential.

Manufacturers' need to be flexible and understanding in this process. Invite your Manufacturers' representative to your production facility so they may learn as much as they can about the product.

It is not uncommon to work with several representatives before you get the perfect one. The president of the New England Giftware Association was quoted as saying "The first rep doesn't write enough business to suit the Manufacturers'. The second rep does not write enough business to suit the Manufacturers' representative. The third rep reaps all the benefits".

GENERAL GIFT

1. The general gift category encompasses all the gift and decorative accessories variables from lower end, 'hicer" gifts, and high end, museum quality, contemporary, eclectic, etc.. The following is a list of Manufacturers' representatives in New England that are actively searching for new lines:

Manufacturers' Representatives

A Dash of Flash
The Center
Room 210
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 781/271-9778
Fax: 617/868-3204
Judy Flashman

B.L. Rogers
The Center
Showroom 234
59 Middlesex Turnpike
Bedford, Ma 01730
Tel: 800/276-4377
Brenda Derby

Baker Sales
Room 418
The Center
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 978/283-0063
Fax: 978/283-7602

Baron Associates
15 Locksley Road
Lynnfield, MA 01940
Tel: 781/334-2978
Fax: 781/334-3622
Bill Baron

Bradford Babb Associates
The Center
Room 204
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 781/275-1591
Fax: 781/275-2134
Brad Babb

Bradley Provision Co. LLC
17 Highland Avenue
Danielson, CT 06239
Tel: 800/242-1430
Fax: 800-242-1430
Ransom Gascoigne II

BrassSmith House
The Center
Room 168
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 800/777-5743
Fax: 781/275-8508
Andy Bjork

B. Lee & Associates
Post Office 173
So. Yarmouth, MA 025664
Tel: 508/383-0009
Fax: 508/771-2662
Brenda Lee

Bonnie G. Mahoney, Inc.
50 Tilting Rock Road
Wrentham, MA 02093
Tel: 508/384-1382
Fax: 508/384-5228
Bonnie Mahoney

C & M Associates
857 East West Road
Dummerston, VT 05346
Tel: 802/257-0931
Fax: 802/257-7828
Peg & Charlie Ketchum

DMC Associates
P.O. Box 2514
Amherst, MA 01002
Tel: 413/253-4048
Fax: 413/253-4138
Conor Dowling

Encore Marketing, Inc
The Center
Room 430
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 781/275l-2381
Fax: 781/275l-4979
Kathy Buckley

Frank L. Cadwell & Associates
The Center - Room 334
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 781/275-2332
Fax: 781/275-1188
Frank Cadwell

Chas. Seward Associates, Inc.
The Center
59 Middlesex Turnpike
Room 400
Bedford, MA 01730
Tel: 781/275-7892
Fax: 781-275-3627
Charlie Seward

Chester Associates
The Center
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 603/525-4183
Fax: 603/525-4738
Kenneth Chester

Jaybe-El Associates
The Center
59 Middlesex Turnpike, Room 444
Bedford, MA 01730
Tel: 781/275-2828
Fax: 781/784-1752
Bruce & Judith Heller

JM One Associates
The Center
Room 434
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 781/275-0502
Fax: 617/323-7711
Jean Moss

Joseph Cormier & Associates
The Center
Room 460
59 Middlesex Turnpike
Tel: 781/275-1260
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Joseph Cormier

Kris & Co.
39 Bradley Street
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Winter Hill, MA 02145
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Kris Kaplan

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11 Market Square #8
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Fax: 800/346-1536
John Morgan

L & M Sales Associates, Inc.
3 Alpha Street
Hudson, NH 03051
Tel: 603/880-9923
Fax: 603/880-9923
Lou Valliancourt

Mal LaFrancis Associates
59 Middlesex Turnpike
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Bedford, MA 01730
Tel: 781/275-2438
Fax: 800/220-8232
Tim LaFrancis

Mel Blackman Associates, Inc.
P.O. Box 284
Canton, MA 02021
Tel: 781/828-9020
Fax: 617/828-1101
Mel Blackman

Mylissa Kapela and Associates
The Center
Suite 300
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 781/275-1119
Fax: 603/382-3830
Mylissa Kapela

McCabe Associates
The Center
Room 468
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 781/275-0244
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Paul Blair

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Waltham, MA 02154
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395 Cushing Street
Hingham, MA 02043
Tel: 617/340-6212
Fax: 617/340-1065
Drew McGurrin

New England Gift Associates
The Center, Room 330
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 617/275-8330
Fax: 617/275-4648
Ronald Rubin

Richard Cohen Associates
The Center
Blue Pod
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 781/275-1510
Fax: 781/275-3593

Robert Kelley Associates
71 Old 108
Newfields, NH 03856
Tel: 800/487-1507
Fax: 603/778-6326
Robert Kelly

Rosalie Moynihan Associates
The Center
Room 228
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 781/275-5544
Fax: 860/644-4823

O'Leary & Company
31 Shepard Hill Road
Danielson, CT 06239
Tel: 860/774-8384
Fax: 860-779-1135
Dan O'Leary

Ron Gilefsky & Co., Inc.
The Center, Room 456
59 Middlesex Turnpike
Bedford, Ma 01730
Tel: 781/275-9456
Fax: 781/275-1566
Ron Gilefsky

Robert Brais Associates, Inc.
Box 1447
21 Old Colony Drive
Westborough, MA 01581
Tel: 617/275-2034
Fax: 508/898-9370
Robert Brais

RoadRunners
38 Van DeBogart Road
Woodstock, NY 12498
Tel: 914/679-8813
Fax: 914/679-9127
Lorraine Carpino

Cornwall Marketing Group
P.O. Box 145
West Buxton, ME 04093
Tel: 800/7221741
Fax: 800/7194688
Stan Cornwall

Scott Cunningham & Assoc.
The Center Room 246
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 781/275-5851
Fax: 781/275-3210
Scott Cunningham

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452 Gleasondale Road
Stow,MA 01775
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Fax: 508/562-7403
Sandra B. Shea

Steve Kriteman & Associates
The Center
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59 Middlesex Turnpike
Bedford, MA 01730
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Fax: 781/631-7838

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Portland, ME 04104
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Fax: 207/842-1806
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26 Canncok Drive
Fairport, NY 14450
Tel: 800/369-4612
Fax: 716/425-8134
Karen Whitby

Sullivan Marketing
10 Laurel Avenue
Shreswbury, MA 01545
Tel: 508/842-0037
Bruce Sullivan

TLM Associates
The Center
Green Pod, Room 438
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 781/276-4976
Fax: 781/276-4978
Tom Lena-Marker

The Card & Gift Connection
30 Mallard Road
Wakefield, RI 02879
Tel: 401/783-6489
Fax: 401/782-1158
Melanie A. Bergen

Litwack Assoc. Inc.
213 Poskus Street
Stoughton, MA 02072
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Fax: 781/341-3747
Al Litwack

The Inman Group, Inc.
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Fax: 508/543-5142
Scott Inman

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Fax: 203/431-4986
Betsy Winters

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The Rep House
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Room 462
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 781/275-7211
Fax: 978/537-9561

Publications

Gift & Stationary Business
One Penn Plaza
10 Floor
New York, NY 10119
Tel: 212/714-1300
Fax: 212/279-3960
www.giftline.com

Gift & Decorative Accessories
51 Madison Avenue
New York, NY 10010
Tel: 212/689-4411
Fax: 212/683-7929
e-mail: lrotondi@cnct.com

Giftware News
112 Adrossan Court
Deptford, NJ 08096
Tel: 609/227-0798
Fax: 609/227-6511
www.giftwarenews.net

Collector Editions
P.O. Box 1941
Marion, OH 43305
Tel: 614/382-3322
Fax: 800/588-1692
www.porterfields.com

Souvenirs and Novelties
7000 Terminal Square
Suite 210
Upper Darby, PA 19082
Tel: 610/734-2420
Fax: 610/734-2423
www.souvnovmag@aol.com

Party & Paper
70 Canaan Avenue
Norwalk, CT
Tel: 203/845-8020
Fax: 203/845-8022
www.partypaper.com

GiftBeat
145 Woodland Avenue
Westwood, NJ 07675
Tel: 201/358-6868
Fax: 201/664-6464

Associations

United Association of Manufacturers' Representatives
P.O.Box 986
Dana Point, CA 92629
Tel: 714/240-4966
Fax: 714/240-4967

Gift Assoc. of America
612 West Broad Street
Bethlehem, PA 18018
Tel: 610/861-9445
Fax: 610/861-0948

National Association of Wholesaler-Distributors
1725 K Street
Washington, DC 20006
Tel: 202/872-0885
Fax: 202/785-0586

Direct Marketing Association
1120 Avenue of the Americas
New York, NY 10036
Tel: 212/768-7277
Fax: 212/302-6714

Souvenirs & Novelties Trade Association
7000 Terminal Square
Suite 210
Upper Darby, PA 19082
Tel: 610/734-2420
Fax: 610/734-2423
www.souvnovmag@aol.com

The National Needlework Assoc.
P.O. Box 3388
Zanesville, OH 43702
Tel: 704/452-4541
Fax: 740/452-2552
www.creative.industries.com.tnna

TRADITIONAL CRAFT

The traditional craft category is characterized by the phrases country, primitive, shaker, traditional and Americana. This category captures the essence of American Heritage and may focus on being hand-crafted. The color schematic typically used are in the hues of hunter green, Williamsburg blue, cranberry, pear and black. It is one of the leading categories in sales year after year in New England. There are many retail outlets that specialize in the traditional category but with stores cross-merchandising, and because of it's popularity, it is not unusual to find this category in general gift stores, floral & garden as well as in antique stores.

Publications

The Crafts Report
700 Orange Street
Wilmington, DE 19899
Tel: 302/656-2209
Fax: 302/656-4894
www.craftsreport.com

Country Business
707 Kautz Road
Saint Charles, IL 60174
Tel: 630/377-8000
Fax: 630-377-7714
www.sampler.com

Manufacturers' Representatives

Bradford Babb Associates
The Center
Room 204
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 781/275-1591
Fax: 781/275-2134
Brad Babb

Bonnie G. Mahoney, Inc.
The Center
Showroom 256
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 508/384-1382
Fax: 508/384-5228

Encore Marketing, Inc
The Center, Room 430
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 781/275l-2381
Fax: 781/275l-4979
Kathy Buckley

Jaybe-El Associates
The Center
59 Middlesex Turnpike, Room 444
Bedford, MA 01730
Tel: 781-275-2828
Fax: 781/784-1752
Bruce & Judith Heller

K & J Associates
26 Canncok Drive
Fairport, NY 14450
Tel: 800/369-4612
Fax: 716/425-8134
Karen Whitby

The Inman Group, Inc.
19 Carroll Drive
Foxboro, MA 02035
Tel: 508/543-4034
Fax: 508/543-5142
Scott Inman

Old Colony Marketing, Inc.
P.O. Box 651
Norwell, MA 02061
Tel: 617/659-1397
Fax: 617/659-2402
Mike Anderson

McElroy & Associates
101 County Road
Barrington, RI 02806
Tel: 800/858-8017
Fax: 401/245-8560

B.L. Rogers
The Center
Showroom 234
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 800/276-4377

BrassSmith House
The Center, Room 168
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 800/777-5743
Fax: 781/275-8508

STATIONARY

New York hosts the largest stationary show in the U.S. in May. Many Manufacturers' representatives have an associate representative in the sales force that focuses on selling cards to hospital gift shops. Cards and stationary samples usually are not returned to the Manufacturers'. Standard cards are 5 x 7 and buyers prefer the prices to be printed on the back of the card. Cards sold in a pre-pack are typically priced lower than an individual card for sale. Card sales out side of the Hallmark trademark has increased with consumers disapproval with Hallmark selling in the mass-merchandise market. Consumers are looking for cards that are a bit lower than the traditional Hallmark pricing. The commission on stationary is higher than general gift, it is 20% rather than 15%.

Publications

Gift & Stationary Business
One Penn Plaza
Tenth Floor
New York, NY 10119
Tel: 212/714-1300
Fax: 212/279-3760

Manufacturers' Representatives

Jaybe-El Associates
The Center
59 Middlesex Turnpike, Room 444
Bedford, MA 01730
Tel: 781/275-2828
Fax: 781/784-1752
Bruce & Judith Heller

MADCO, INC.
120 Royall Street
Canton, MA 02021
Tel: 781/828-8310
Fax: 781/828-1533
Michael Drukman

Shea Associates
452 Gleasondale Road
Stow,MA 01775
Tel: 508/562-3898
Fax: 508/562-7403
Sandra B. Shea

Paul Blair & Associates, Inc.
P.O. Box 715
Sudbury, MA 01776
Tel: 978/443-8541
Fax: 978/443-0434
Paul Blair

The Card & Gift Connection
30 Mallard Road
Wakefield, RI 02879
Tel: 401/783-6489
Fax: 401/782-1158
Melanie A. Bergen

Allan Vayle Ent. Inc.
59 Middlesex Turnpike
Room 340
Bedford, MA 01730
Tel: 781/275-1777
Fax: 781/275-1973

COLLECTIBLES

Collecting has had a major impact in the gift industry and will continue into the millennium.. Over 77 million baby boomers are aging. Consumers are feeling nostalgic and are looking to purchase items that recall the past. They are accomplishing this through collecting. The collecting industry has become 92 billion dollar industry with over 25 million Americans collecting. This trend guarantees retail outlets offering the collectibles category, assured repeat business.

Manufacturers' Representatives

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The Center
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59 Middlesex Turnpike
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Tel: 800/777-5743
Fax: 781/275-8508
Andy Bjork

Prestige Merchandising
395 Cushing Street
Hingham, MA 02043
Tel: 617/340-6212
Fax: 617/340-1065
Drew McGurrin

Robert Brais Associates, Inc.
Box 1447
21 Old Colony Drive
Westborough, MA 01581
Tel: 617/275-2034
Fax: 508/898-9370
Robert Brais

New England Gift Associates
The Center, Room 330
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 617/275-8330
Fax: 617/275-4648
Ronald Rubin

Frank L. Cadwell & Associates
The Center - Room 334
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 781/275-2332
Fax: 781/275-1188
Frank Cadwell

TOYS

Although the youth segment of the population has shrunk in the United States, the toy category has remained popular. Unique and high quality toys are in demand, particularly among the 77 million baby boomers in America. In the traditional toy portion of the category, the top distribution channels are discount and large toy stores like Toys "R" Us and Walmart. In 1997, the toy category brought the U.S. 22.58 billion dollars worth of business (Playthings Magazine).

Licensing is very popular in the toy category. Hollywood and the toy industry are at an all time high with the continual block buster hits. The joint marketing between the two industries are providing endless opportunities.

Safety is the number one consideration before sending a new toy to the U.S. market. All toys should be tested to see if it meets U.S. safety standards:

Contact: Consumer Product Safety Commission
Office of Compliance
Washington D.C. 20207
Tel: 301/504-0800
www.cpsc.gov

Publications

Playthings
Geyer-McAllister Pullications, Inc.
51 Madison Avenue, NY 10010
Tel: 212/689-4411
Fax: 212/683-7929

Children's Business
7 West 34th Street
New York, NY 10001
Tel: 212/630-4500
Fax: 609/786-4415

Manufacturers' Representatives

The Curtis Corporation
10 Kearney Road
Needham, MA 02194
Tel: 781/455-9191
Fax: 781-455-9072
Internet:bcurtis@curtiscorp.com
Robert A. Curtis

Paul Blair Associates
P.O. Box 715
Sudbury, MA 01776
Tel: 978/443-8541
Fax: 978/443-0434
Paul Blair

Mal LaFrancis Associates
59 Middlesex Turnpike
Room 450
Bedford, MA 01730
Tel: 617/275-2438
Fax: 508/264-4556
Tim LaFrancis

Krikorian Miller Assoc. Inc.
11 Market Square #8
P.O.Box 271
Newburyport, MA 01950
Tel: 978-465-7377
Fax: 978/465-1101
imjmkm@aol.com
Judy Miller

Ron Gilefsky & Co. Inc.
The Center, Room 456
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 781/275-9456
Fax: 781/275-1566
Ron Gilefsky

TLM Associates
The Center, Green Pod
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 718/276-4976
Fax: 781/276-4978
Tom Lena-Marker

GOURMET FOOD/GIFT BASKETS

Gourmet food sales have remained steady throughout the region and is still considered one of the top ten categories for sales in the gift industry. Impulse quick pick-up items with a shorter shelf life lead the market in sales. This has typically remained a third quarter sales leader. Retailers continue to offer a selection of gourmet items although the product selection has become very narrow. On the increase are gourmet restaurants offering gourmet food specialty items they serve: mustards & syrup gift packs. Gift stores who diversified by adding menu items have increased their marketability by selling the gourmet products as well as gift from the other categories. Traditional grocery stores chains have added gourmet whole food sections like Star Market's Wild Harvest and Shaw's Natures Best. The demand for whole foods has prompted successful whole food chains to emerge like Bread & Circus and Cheese & Stuff , that cater specifically to the whole foods market. The gourmet category is not only limited to foods but food accessories like coffee mugs, pottery and wooden cheese boards which have gained popularity in gourmet and gift baskets. Specialty food distributors have taken advantage of the opportunity to sell to these chains. This offers yet another channel of distribution for Manufacturers' in the gift sector.

To enter food into the food portion of gift market the labeling and packaging must meet U.S. Food and Drug Administration (FDA) standards:

Contact: Office of Food Labeling
HFS150
Center for Food Safety and Applied Nutrition
200 C Street South West
Washington, D.C. 20204
Tel:202/205-5251
Fax: 202/205-4594
www.fda.gov

Publications

Fancy Food
20 North Wacker Drive
Suite 3230
Chicago, Illinois 60606
Tel: 312/849-2220
Fax: 312/849-2174
www:fancyfoodmagazine.com

Balloons & Parties
815 Haines Street
Jacksonville, Florida 32204
Tel: 904/634-1902
Fax: 904/633-8764
www.festivities-pub.com

The Gourmet Retailer
3301 Ponce de Leon Blvd., Suite 300
Coral Gables, Florida 33134
Tel: 305/446-3388
Fax: 305/446-2868
www.macfadden.com/gourmet

Gourmet News
P.O. Box 106
Lafayette Street
Yarmouth, ME 04096
Tel: 207/846-0600
Fax: 207/846-0657

Associations

National Association for the
Specialty Food Trade
120 Wall Street
27th Floor
New York, NY 10005
Tel: 212/482-6440
Fax: 212/482-6359

National Specialty Gift Assoc.
P.O. Box 843
Norman, OK 73070
Tel: 405/329-7847
Fax: 405/329-7316
www.giftprofessionals.com

Organic Trade Association
50 Miles Street
P.O. Box 1078
Greenfield, MA 01301
Tel: 413/774-7511
Fax: 413/774-6432

Manufacturers' Representatives

Baron Associates
15 Locksley Road
Lynnfield, MA 01940
Tel: 781/334-2978
Fax: 781/334-3622
Bill Baron

O'Leary & Company
31 Shepard Hill Road
Danielson, CT 06239
Tel: 860/774-8384
Fax: 860/779-1135
Daniel O'Leary

FOSales & Marketing, Inc.
P.O. Box 353
Atlantic Beach,NY 11509
Tel: 516/239-0963
Fax: 516/239-6130
Frank J. Sciolla

JBM Sales & Marketing
36 Mechanic Street
Foxboro, MA 02035
Tel: 508/543-3611
Fax: 508/543-8178
Jerry Minz

Specialty Food Distributors

Weathervane Foods
15 Linscott Road
Woburn, MA 01801
Tel: 617/935-5458
Jack Smily

Chex Finer Food
39 F.R. McKay Dr.
Attleboro, MA 02703
Tel: 508/226-0660
David Isenburg

Cornucopia Natural Foods
260 Lake Road
Dayville, CT 06241
Tel: 860-779-2800
Donna Riley

JEWELLERY & FASHION ACCESSORIES

Fashion Accessories & jewelry sales have been primarily focused in the apparel market segment. This category is starting to make a larger presence in the gift market crossing over from apparel boutiques to galleries, upscale gift stores and museum shops. Jewelry is one of the most frequent given gift items. As the competition increases, the survivors will be the Manufacturers' that will offer unique and high quality product at a competitive price. New York is the renown "gold" jewelry capitol of the U.S. likewise, Providence, Rhode Island is considered the "costume" jewelry capitol, hosting one of major international wholesale shows of its kind. Silver remains the popular medium for jewelry over pewter.

Publications

Accent
100 Wells Avenue
P.O.Box 9103
Newton, MA 02159
Tel: 617/964-5100
Fax: 617/964-2752
www.larkingroup.com

Ornament Magazine
P.O. Box 2349
San Marcos, CA 92079
Tel: 619/599-0222
Fax: 760/599-0228
e-mail.ornament@cts.com

Associations

Nat'l Women's Neckwear and Scarf Assoc.
1350 Avenue of the Americas
New York, NY 10019
Tel: 212/708-0316
Fax: 212/780-4545

Women's Jewelry Association
National Headquarters
333 B. Route 46 West
Suite B201
Fairfield, NJ 07004
Tel: 973/575-7190
Fax: 973/575-1445

New England Chapter

Tel: 401/885-7351
Fax: 401/353-1080

Manufacturers' Representatives

Sullivan Marketing
10 Laurel Avenue
Shrewsbury, MA 01545
Tel: 508/842-0037
Fax: 508/842-0037
Bruce Sullivan

Card & Gift Connection
30 Mallard Road
Wakefield, RI 02879
Tel: 401/783-6489
Fax: 401/782-1158
Melanie Bergen

Karen Shaffer & Assoc.
569 Lumbert Mill Road
Centerville, MA 02632
Tel: 508/428-2771
Fax: 508/420-3748

RoadRunners
38 Van DeBogart Road
Woodstock, NY 12498
Tel: 914/679-8813
Fax: 914/679-9127
Lorraine Carpino

Jaybe-El Association
59 Middlesex Turnpike
Room 444
Bedford, MA 01730
Tel: 781/275-2828
Fax: 781/784-1752
Judith & Bruce Heller

HOUSEWARES/KITCHEN

This category is continually supported by large houseware chains which dominate many regions throughout the U.S. The emergence of specialty items which are unique and high quality are in demand in this category for the higher-end specialty store. Chicago, Illinois, the nations mid-section host the premier show for housewares'. Several of the home office's for major chains such as Crate & Barrel are located in Chicago. Kitchenware Expo will be held simultaneously with New York Table Top, anticipating capturing a portion of the bridal registry business. This is the first time in many years the two venues will run together.

Housewares, including all segments of the category in total accounted for 57.9 billion at the retail level in 1995.

Publications

HFN
7 West 34th Street
New York, NY 10001
Tel: 212/630-4000
Fax: 212/630-4201

Kitchenware News
P.O. Box 1056
Yarmouth, ME 04096
Tel: 207/846-0600
Fax: 207/846-8576

Homeworld Business
ICD Publications
45 Research Way
Suite 106
East Setauket, NL 11733
Tel: 516/246-9300
Fax: 516/246-9495

Associations

Nat'l Housewares Manufacturers' Assn.
6400 Shafer Court
Suite 650
Rosemont, IL 60018
Tel: 847/292-4200
Fax: 847/292-4211
www.housewares.org

Manufacturers' Representatives

Pearlman Associates
418 Main Street
Waltham, MA 02154
Tel: 781/647-1115
Fax: 781/647-1116
David Pearlman

Bradley Provision Co., LLC
17 Highland Avenue
Danielson, CT 06239
Tel: 800/242-1430
Ransom M. Gascoigne II

Nichols Associates
121 Country Club Road
Melrose, MA 02176
Tel: 781/662-1299
Fax: 781/662-1399
Stan Nichols

Chas Seward Associates
The Center, Room 410
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 781/275-7892
Fax: 781/275-3627

FURNITURE & DECORATIVE ACCESSORIES

Furniture and decorative accessories became a hot category several years ago when furniture stores decided to offer home accents pieces in conjunction with high priced furniture items. The stock turn over on the decorative accessories is relatively shorter than the time it takes to turn over furniture, thus enabling stores to increase their cash flow. This continues to be a successful category as the concept of "cacooning" continues amongst the baby boomers. The current trend is to make the home as comfortable as possible because that's where Americans are spending most of their time. High Point, North Carolina host the largest Furniture and decorative accessories show of its kind, nestled amongst several of the largest furniture Manufacturers' in the U.S.

Publications

Accessory Merchandising
400 Knightbridge Parkway
Lincolnshire, IL 60069
Tel: 708/634-2600
Fax: 708/634-2601

Home Accents Today
P.O. Box 2754
High Point, NC 27261
Tel: 336/605-0121
Fax: 336/605-1143

LDB
324 Madison Avenue
Suite 1901
New York, NY 10017
Tel: 212/532-9290

Decor Magazine
333 N. Fourth Street
St. Louis, MO 63102
Tel: 314/421-5445
Fax: 314/421-1070

Associations

Intl' Furnishing & Design Association
New York Design Center
200 Lexington Avenue #426
New York,NY 10016
Tel: 212/686-6020
Fax: 212/686-6258

Interior Design Society
P.O. Box 2396
High Point, NC 27261
Tel: 800/888-9590
Fax: 336/883-1195

American Society of Interior Designers
608 Mass Avenue, NE
Washington, DC 20002
Tel: 202/645-3480
Fax: 202/546-3480
jharke@asid.org

Boston also has an interior design center which is an excellent resource for linking to representatives and interior designers:

Contact: Boston Design Center
Design Center Place, Suite 337
Boston, MA 02210
Tel: 617/338-6547
Fax: 617/482-8449
www.Bostondesign.com

Manufacturers' Representatives

BrassSmith House
The Center
Room 168
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 800/777-5743
Fax: 781/275-8508
Andy Bjork

Encore Marketing, Inc
The Center
Room 430
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 781/275l-2381
Fax: 781/275l-4979
Kathy Buckley

Kris & Co.
39 Bradley Street
Suite #3
Winter Hill, MA 02145
Tel: 617/625-4517
Fax: 888/858-5883
Kris Kaplan

JM One Associates
The Center
Room 434
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 781/275-0502
Fax: 617/323-7711
Jean Moss

BrassSmith House
The Center
Room 168
59 Middlesex Turnpike
Bedford, MA 01730
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Fax: 781/275-8508
Andy Bjork

B. Lee & Associates
Post Office 173
So. Yarmouth, MA 025664
Tel: 508/383-0009
Fax: 508/771-2662
Brenda Lee

Rosalie Moynihan Associates
The Center
Room 228
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 781/275-5544
Fax: 860/644-4823

Scott Cunningham & Assoc.
The Center Room 246
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 781/275-5851
Fax: 781/275-3210
Scott Cunningham

TABLETOP

New York City is the tabletop capitol of the U.S. This category has gained popularity as retail stores offer bridal registry to expand services. Tabletop is sold throughout New England in various motifs in most retail outlets. 1998 will be the first year in two decades that the Kitchenware Show will run concurrently with the Tabletop show in New York.

Tabletop glaze must meet U.S. safety standards.

Contact: U.S. Consumer Product Safety Commission.
Washington D.C. 20001
Tel: 301/504-0580
www.cpsc.gov

Publications

HFN
7 West 34th Street
New York, NY 10001
Tel: 212/630-4000
Fax: 212/630-4201

Associations

National Tabletop & Giftware Association
355 Lexington Avenue 17th Floor
New York, NY 10017
Tel: 212/661-4261
Fax: 212/370-9047

Trade Shows

The Boston Gift Show
Bayside Exposition Center
Boston, Massachusetts

Contact George Little Management, Inc.
Ten Bank Street
White Plains, NY 10606-1954
Tel: 800/272-7469
Fax: 914/948-2918
www.glmshows.com

The New York Tabletop
41 Madison Avenue
New York, New York

Contact: New York Merchandise Mart
41 Madison Avenue
New York, NY 10010
Tel: 212/686-1203
Fax: 212/779-7105
www.41madison.com

Manufacturers' Representatives

Scott Cunningham & Assoc.
The Center, Room 246
59 Middlesex Turnpike
Bedford, MA 01730
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Fax: 781/275-3210
Scott Cunningham

Rosalie Moynihan Associates
The Center
Room 228
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 781/275-5544
Fax: 860/644-4823
Rosalie Moynihan

Robert Kelley Associates
71 Old 108
Newfields, NH 03856
Tel: 800/487-1507
Fax: 603/778-6326
Robert Kelly

The Winters Group
P.O. Box 1053
Ridgefield, CT 06877
Tel: 203/431-6618
Fax: 203/431-4986
Betsy Winters

Jaybe-El Associates
The Center, Room 444
59 Middlesex Turnpike
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Tel: 781/275-2828
Fax: 781/ 784-1752
Bruce & Judith Heller

Mel Blackman Associates, Inc.
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Canton, MA 02021
Tel: 781/828-9020
Fax: 617/828-1101
Mel Blackman

Mylissa Kapela and Associates
The Center, Suite 300
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 781/275-1119
Fax: 603/382-3830
Mylissa Kapela

Seward Associates, Inc.
59 Middlesex Turnpike
Room 400
Bedford, MA 01730
Tel: 781/275-7892
Fax: 781-275-3627
Charlies Seward

MUSEUM

Museums are an excellent channel to sell unique high quality items with the guarantee of having your invoices paid promptly. The buyers are typically well-educated and Museums as a whole purchase items of high quality and historical significance that fit with the educational and cultural themes in a museum's mandate. George Little Management, producers of The Boston Gift show have added a Museum section to this year's show. This section will focus on Manufacturers' of merchandise suitable for Museum Gift Shops.

Publication

Museum Store
One Cherry Center
501 South Cherry Street
Suite 460
Denver, Colorado 80222-1325
Tel: 303/504-9223
Fax: 303/329-6134

Association

Museum Store Association
One Cherry Center
501 South Cherry Street
Suite 460
Denver, Colorado 80222-1325
Tel: 303/504-9223
Fax: 303/504-9223

New England Museums

Museum of Fine Arts
295 Huntington Avenue
Boston, MA 02115
Tel: 617/267-6998
Cathy Weiss
www.mfa.enterprise.com

Old Sturbridge Village
One Old Sturbridge Village Road
Strubridge, MA 01566
Tel: 508/347-3362
Fax: 508/347-5375
Dianne Clelland

Canterbury Shaker Village
Canterbury, NH 03224
Tel: 603/783-9511
Dawn Demers

Museum of Science
Science Park
Boston, MA 02114-1099
Tel: 617/589-0487
Fax: 617/589-0371
e-mailoliveira@al.mos.org

The Museum of Work and Culture
Market Square
Woonsocket, RI 02895
Tel: 401/769-9785
Anne Conway

Mass Museum of Contemporary Art
87 Marshall Street
North Adams, MA 01247
413/664-4481

Childrens Museum
Museum Wharf
Boston, MA
617/426-8885

Historic Deerfield Museum
Deerfield, MA
Tel: 413/774-5581
Irene Freidman

Museum of Fine Arts - Springfield
220 State Street
Springfield, MA
Tel: 413/263-6800

Plimoth Plantation
P.O. Box 1620
Plymouth, MA 02362
Tel: 508/746-1622
Fax: 508/830-6022
Rachael Montejo

New Bedford Whaling Museum
18 Johnny Cake Hill
New Bedford, MA 02740
508/997-0046
Nancy Reardon

The Isabella Stewart Gardner Museum
280 The Fenway
Boston, MA 02115
617/278-5122

The Peabody Essex Museum
East India Square
Salem, MA 01970
978/745-1876

Shelburne Museum
P.O. Box 10
Shelburne, VT 05482
Tel: 702/985-3344
Laura Bellmay

FLORAL & GARDEN

This category is becoming increasingly popular as the growth of gardening as a leisure activities continues to rise. There is plenty to support this sector with gardening channels along with a number of retail publications. The gardening concept is not limited to the outside of the home. Literally, many gardening motifs have been transformed to tabletop and decorative accessories.

The lawn & garden industry is 75 billion dollar industry and giftware/holiday items tap into a portion of these sales. Gardening product sales are up 71% over last year according to retailers surveyed in Gift and Decorative Accessories Magazine. The market shows no sign of slowing down.

Society

Mass Botanical Society
Shop at Tower Hill
Botanical Garden
11 French Drive
Boylston, MA 01505
Tel: 508/869-6111
Gail Farley

Audubon Society
208 S. Great Road
Lincoln, MA 01773
Tel: 781/259-9506
Attn: Sumi

Massachusetts Horticultural Society
300 Massachusetts Avenue
Boston, MA 02115
Tel: 617/536-9280
Sarah Schwartz

Manufacturers' Representative

BrassSmith House
The Center
Room 168
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 800/777-5743
Fax: 781/275-8508
Andy Bjork

B. Lee & Associates
Post Office 173
So. Yarmouth, MA 025664
Tel: 508/383-0009
Fax: 508/771-2662
Brenda Lee

Scott Cunningham & Assoc.
The Center Room 246
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 781/275-5851
Fax: 781/275-3210
Scott Cunningham

Shea Associates
452 Gleasondale Road
Stow,MA 01775
Tel: 508/562-3898
Fax: 508/562-7403
Sandra B. Shea

DMC Associates
P.O. Box 2514
Amherst, MA 01002
Tel: 413/253-4048
Fax: 413/253-4138
Conor Dowling

SOUTHWESTERN/NATIVE AMERICAN

Although New England is limited in the number of outlets that offer native American items it is a growing category. The American Indian presence in the casinos have opened up new retail outlets which buy large quantities of the Native American motif for retail at various price points including museum quality.

L & M Sales Associates, Inc.
3 Alpha Street
Hudson, NH 03051
Tel: 603/880-9923
Fax: 603/880-9923
Lou Valliancourt

ECCLETIC/CONTEMPORAY

This category is aimed at the affluent urban areas around the city of Boston and other areas in the region that have an affluent population. Areas include Portsmouth, New Hampshire, Burlington, Vermont and many areas on the Cape to name only a few.

A Dash of Flash
The Center
Room 210
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 781/271-9778
Fax: 617/868-3204
Judy Flashman

Kris & Co.
41 Main Street
Suite #2
Somervills, Ma 02145
Tel: 617/625-4517
Fax: 888/858-5883
Kris Kaplan

Scott Cunningham & Assoc.
The Center Room 246
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 781/275-5851
Fax: 781/275-3210
Scott Cunningham

Mylissa Kapela and Associates
The Center
Suite 300
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 781/275-1119
Fax: 603/382-3830
Mylissa Kapela

Shea Associates
452 Gleasondale Road
Stow,MA 01775
Tel: 508/562-3898
Fax: 508/562-7403
Sandra Shea

HIGH END GIFT

The category of high end gift is a limited category it sell at much higher price point than an under 20 There seem to be less in numbers of existing retail outlets but yet do a much higher volume it caters to a much smaller segment of the population. High quality items with a moderate price point can be sold in this market.

Mylissa Kapela and Associates
The Center
Suite 300
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 781/275-1119
Fax: 603/382-3830
Mylissa Kapela

Shea Associates
452 Gleasondale Road
Stow,MA 01775
Tel: 508/562-3898
Fax: 508/562-7403
Sandra Shea

Scott Cunningham & Assoc.
The Center Room 246
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 781/275-5851
Fax: 781/275-3210
Scott Cunningham

Kris & Co.
41 Main Street
Suite #2
Somerville, Ma 02145
Tel: 617/625-4517
Fax: 888/858-5883
Kris Kaplan

B. Lee & Associates
Post Office 173
So. Yarmouth, MA 025664
Tel: 508/383-0009
Fax: 508/771-2662
Brenda Lee

INSPIRATIONAL/RELIGIOUS

John F. Morgan Associates
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 617/275-2458
Fax: 800/346-1536
John Morgan

The Card & Gift Connection
30 Mallard Road
Wakefield, RI 02879
Tel: 401/783-6489
Fax: 401/782-1158
Melanie A. Bergen

VICTORIAN

Encore Marketing, Inc
The Center
Room 430
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 781/275l-2381
Fax: 781/275l-4979
Kathy Buckley

S. Hamilton Cornwall
The Center
Rooms 420-428
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 781/275-6475
Fax: 781/275-4179

B. Lee & Associates
Post Office 173
So. Yarmouth, MA 025664
Tel: 508/383-0009
Fax: 508/771-2662
Brenda Lee

BrassSmith House
The Center
Room 168
59 Middlesex Turnpike
Bedford, MA 01730
Tel: 800/777-5743
Fax: 781/275-8508
Andy Bjork

GALLERIES

New England gallery owners typically buy at two specific wholesale shows which offer one-of-a-kind crafts. At one time, these galleries limited themselves to the concept of parochial buying. Although, some still adhere to the "Made in America" markings policy, several have begun to branch out and broaden their buying into the international arena. New sources offer a much broader range of crafts, thus creating a multi-cultural offering to their existing concept. Galleries have three different methods on how merchandise is sold through them. Some may allow you to rent space to present your product. This is simply a monthly fee and they do not receive any commission on the item sold. Consignment is also offered. When a piece is sold, the gallery keeps a predetermined percentage of the sale. Also, galleries purchase directly from the artist. On occasion, gallery owners will deal with Manufacturers' representatives but once the introduction is made, they prefer to do business directly with the artists. Galleries may incorporate one of these concepts or a combination of them. Many New England galleries limit their purchases and space to the work of area artist only.

Publications

Niche
3000 Chestnut Avenue
Baltimore, MD 21211
Tel: 410/889-1320
Fax: 410/889-2933
www.americanstyle.com
Barbara Bateman

The Craft Report
300 Water Street
Wilmington, DE 19801
Tel: 302/656-2209
Fax: 302/656-4894

Society

The Society of Arts and Crafts
175 Newbury Street
Boston, MA 02116
Tel: 617/266-1810

South Shore Art Center
119 Ripley Road
Cohasset, MA 02025
Tel: 781/383-2964

New England Galleries

The Artful Hand Gallery
Copley Place
Boston, MA 02116
Tel: 617/262-9601
Gary

The Gifted Hand
32 Church Street
Wellesley, MA 02181
Tel: 617/235-7171

Mary Hughes Studio/Side Street Jewelry
17 Rocky Neck Avenue
Gloucester, MA 01930
Tel: 508/283-3791

Handworks Gallery of American Craft
161 Great Road
Route 2A
Acton,MA 01720
Tel: 508/263-1707

The Gallery Connection
The Commons
25 Indian Rock Road
Windham, NH 03087
603/432-1702
Joellyn

Signature Gallery
The Grohe Gallery
Dock Square
24 North Street
Boston, MA 02109
Tel: 617/227-4885

Worcester Center for Crafts
25 Sagamore Road
Worcester, MA 01605
Tel: 508/753-8183

Handcraft House
3966 Route 6A
Brewster, MA 02631
Tel: 508/240-1412

Ferrin Gallery
Pinch Pottery
179 Main Street
Northampton, MA 01060
Tel: 413/586-4509

Gallery 125
Shaw's Plaza
9 Plaistow Road
Plaistow, NH 03865
603/382-0629
Terry Dacey

- a list of all Massachusetts Galleries can be obtained through the Mass Society of Arts & Crafts.

CONTRACT

A. Relationship It is understood that the Sales Agent shall act a Agent for Supplier and will not be considered as an employee for supplier but as an independent contractor for all purposes. The Sales Agent duties shall be to take order for the Supplier for the purpose of shipments into the assigned territory of the Sales Agent. The Supplier shall make shipments from orders on the product line assigned to the Sales agent and pay commission on those shipments to the sales Manufacturers' Representatives.

The supplier will not enter into agreement with any of the independent contracts under sales contract with the Sales Agent for a period of one year following termination between the Sales Agent and the Supplier.

The Supplier will indemnify and hold harmless the Sales Agent and its independent contractor from liability and/or litigation or damages including attorney fees in connection with any of their lines and/ or products.

B. Territory The Sales Agent shall have the exclusive right to act as an Agent for the Supplier for a specified territory: e.g. (New England states consisting of, NH VT MA CT and RI). All types of accounts to be sold will be the sole responsibility of the Sales Agent. All Suppliers lines and future lines and/or products are subject to this agreement.

C. Term. The relationship between Supplier and Sales Agreement shall continue for a period of five years providing the Sales Agent maintains a minimum of 20% increase per year. This agreement between Supplier and Sales Agreement shall continue until terminated by either party upon thirty days written notice to the other party. However, the termination notice period shall be extended an additional thirty days for every year in which the Agreement will remain in effect.

D. Commissions The Supplier agrees to pay the Sales agent directly a commission equal to (a pre-determined amount) (15% in Giftware and 20% stationary) of all net invoiced orders shipped by Supplier into the Sales Agent's assigned territory. All commissions due for shipments made by the Supplier during the preceding month will be paid the 15th day of each following month. Variations of different percentages of commission paid will be with written consent.

Full commissions will be paid on shipped orders for all sale outside of the assigned territory during trade shows and for all Sales Agent's permanent showroom sales. In case of termination between Sales Agent and the Supplier, all commissions will be paid on all shipped orders written or initiated by the Sales Agent prior to termination. Sales Agent's shall receive full commission on all shipments within its exclusive territory regardless of whether said orders are sent by rep received directly by the Supplier through the mail; telephone FAX, company show booth in Sales Agent's territory or taken by suppliers place of business with out Sales Manufacturers' Representatives assistance.

Supplier will not offer special deal to customer without Sales Manufacturers' Representatives approval when such a deal would lower Sales Agent's commission rate.

E. Charge backs and Past Due Accounts. The supplier shall have the right to charge back to the sales agent any and all commissions paid under this agreement when any invoice is over one hundred twenty days past due. In the event any of all of those invoices are subsequently paid without the use of a collection agency, the Supplier shall reimburse the full commissions charged back in proportion to the amount of collection on an invoice by invoice basis. The Supplier shall send written summaries of the status of all past due accounts over thirty days to the Sales Agent.

The Sales Agent will assist in a reasonable manner in the collection efforts of past due invoice to the Supplier, but will not be help responsible for any uncollected accounts.

F. Shipments . Copies of all invoice on order shipped will be sent to the Sales Agent within seven days of shipment on a weekly basis.

G. Samples. The supplier will furnish at no charge to the Sales Agent all samples necessary for proper sales efforts on the road and for the permanent showroom. This shall include catalogs, price lists and advertising literature at no charge.

Sales Agent will have no liability or responsibility to pay for any samples, the receipt of which has not been previously acknowledge in writing by Sales Agent, nor shall Sales Agent have any such responsibility for payment of sample forwarded and shipped when not previously authorized in writing by Sales Agency.

H. Show Participation Allowance. Supplier agrees to pay directly to Sales Agent a reasonable fee to be determined by space allotted for showroom shows. A predetermined amount will cover six showroom shows and coupon specials during the January and July shows. Billing will be one-half in January and the remainder in July. Temporary shows will be handled on an individual basis.

I. Assignment This agreement and the rights and obligations of each party hereto shall not be assigned without prior written consent of all parties.

J. Governing Law. All rights and obligations of the parties to this Agreement shall be contoured according t the Laws of the Commonwealth of Massachusetts.

A recent change in the House bill in the state of Massachusetts as it relations to payment on sales commission. Article SC, Section House bill No. 4245 "An Act Relative to Commissions Sales Contracts"

Section 8: "The terms of a contract between a principal and a sales representative shall determine when a commission shall be due. If the time when such commission shall be due is not specified in a contract or otherwise, the past practices between the parties shall control or, if there are no such past practices, the custom and usage prevalent in the commonwealth for the business that is the subject of the relationship between the parties shall control.

All commissions that are due at the time of termination of a contract between a sales representative and principal shall be paid within fourteen days after the date of such termination. Commissions that become due after the termination date shall be paid within fourteen days after the date on which such commissions become due.

Section. 9: A principal who willfully or knowingly fails to comply with a provision of a contract relating to payment of a commission or who willfully or knowingly fails to pay commission as required thereunder, shall be liable to a the sales representative in a civil action reasonable attorney's fees and court costs. In order to be eligible for multiple damages or attorney's fees under this section, a plaintiff must prove a principal acted willfully or knowingly by clear and convincing evidence.

A principal who is not a resident of the commonwealth and who enters into a contract subject to the provisions of sections seven to nine, inclusive, shall be deems to be business in the commonwealth for the purposes of exercising personal jurisdiction over such principal.

No provisions of said sections seven to nine, inclusive, may be waived, whether by express waiver or by an attempt to make a contract or agreement subject to the laws of another jurisdiction. A waiver of any provisions of said sections seven to nine, inclusive shall be void.

Not every state has a stature to protect sales representatives.

K. Cancellation. Upon cancellation this relationship Supplier shall pay the Sales agent for all commission earned on orders written as of the date cancellation. Supplier also agrees to make payment of commission on further order initiated by the Sales Agent.